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N THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants: **Rick W. LANDSMAN, Wei-Yeh LEE**

Case: **UCC-1/CIP/D5-1**

Serial No.: Filed:

Group Art Unit:

Examiner:

Title: **A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED
USER-TRANSPARENT NETWORK-DISTRIBUTED ADVERTISING AND
FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT, SO
DISTRIBUTED, THROUGH A WEB BROWSER IN RESPONSE TO A
USER CLICK-STREAM**

Assistant Commissioner for Patents
BOX PATENT APPLICATION
Washington, D. C. 20231

S I R:

PRELIMINARY AMENDMENT

Please amend the above-identified patent
application, filed simultaneously herewith, as follows:

IN THE TITLE-

Page 1, top of page

Change the title from:
"A TECHNIQUE FOR IMPLEMENTING
BROWSER-INITIATED USER-
TRANSPARENT NETWORK-DISTRIBUTED